

BUSINESS RELOCATION

case example

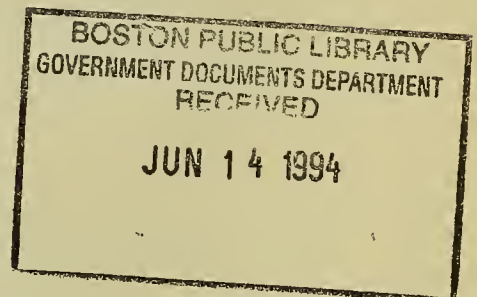
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NEDELL MAIL ADVERTISING INC.



94-46-1170  
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~~BOSTON REDEVELOPMENT AUTHORITY~~  
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NEDELL MAIL ADVERTISING INC.



March 15, 1963

NOTE: The subject business concern has not reviewed this report nor has release of any portion of this report for public information been authorized by the subject business.

May 25, 1967

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BRH1

Before & After  
Relocation Analysis  
of  
Nedell Mail Advertising Inc.

From  
46 Cornhill Street, Boston

To  
610 Atlantic Ave., Boston

Prepared By  
Boston Redevelopment Authority  
Business Relocation Office  
Francis J. Coughlin



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## HISTORY

Nedell Mail Advertising Inc. is a specialty commercial service firm handling, composition, production, and distribution of direct mail, reports, technical, promotional, and other similar material. Their customers include a major bank, three major industrial research firms, a large hospital, a principal Boston Newspaper, innumerable charitable organizations, several schools and universities, several city, state and federal agencies, and many varied types of businesses in the Greater Boston Area. They currently have a total gross volume in the six figures and are considered by their competitors to be the second largest firm of their kind in the city, and without any question, since opening their new quarters, the most modern and one of the best equipped.

This firm was founded in 1949, by Miss Ruth Nedell and Miss Essie J. Golden, of Concord, Mass.. The two owners were formerly executive secretaries at Lever Brothers, Cambridge, before the firm moved to New York City. Miss Nedell initially occupied space at 27 School Street, Boston, and had one employee. In 1950, they moved to Ashburton Place, and increased their space to 1000 Sq. Feet, from 500 Sq. Feet, and their employees to five.

In 1956, they moved to the fifth floor at 46 Cornhill Street, and occupied approximately 1500 Sq. Feet of space. 1960 was the year of their move to the third floor of 46 Cornhill Street, where they occupied 3500 Sq. Feet of space and employed a maximum of twenty people at peak employment. It was from this location that the firm moved to 610 Atlantic Ave.





## RELOCATION STORY

In late September 1961, Nedell Mail Advertising Inc. received the first official notification of a taking by the Boston Redevelopment Authority of the Sears Crescent, in which they occupied space. In October of 1961, they received an informational statement covering their rights as a displaced business. December 1st., was the beginning of many contacts by the business relocation office personnel with Nedell Mail Inc.

The indefinite status of the Sears Crescent as to demolition, remodeling, etc. was a subject of major concern. This period of indecision lasted throughout the spring.

In late June of 1962, Nedell definitely determined that they would like to move by October 15th., 1962. This was determined after managerial consultation by business relocation personnel with the firm as to peak periods, space availability, remodeling requirements and potential contractor availability.

The first week of July was devoted to referral of real estate brokers and examination of the business relocation listings.

Nedell Mail was particularly interested in the future vulnerability of certain proposed locations that might be effected by future urban renewal projects.. The business relocation staff assisted in this regard by obtaining opinions and forecasts from Boston Redevelopment Authority planners and project directors.



Six separate properties were selected for inspection by Nedell and business relocation personnel and on July 16, 1962, the third floor at 610 Atlantic Avenue was chosen as the most suitable.

The business relocation personnel who serviced this account were:

Charles B. Akerson

Francis J. Coughlin

Charles Bartoloni

John I. Fitzgerald Jr.

#### COMPANY POLICY DECISIONS TO BE MADE PRIOR TO SIGNING OF LEASE INCREASED SPACE

In order to justify the increased space, Nedell Mail Inc. employed another experienced executive production and sales specialist, a man experienced in the trade, by name Mr. Robert Rossman.

#### EXTENSIVE REMODELING COST

The remodeling work was partially borne by Eli J. Ames Realty and Nedell Mail Advertising Inc.. Further details are included herein and were part of the lease negotiations.

#### DETERMINATION OF EXPENSES NOT COMPENSATED FOR BY BOSTON REDEVELOPMENT AUTHORITY

Estimates of cost of move were acquired and given preliminary inspection by Mr. Bartoloni, and Mr. Fitzgerald, of the business relocation payments unit in order to determine the compensability of the individual items.



#### NEW LOCATION ORIENTED TO SOUTH STATION

The orientation and accessibility of the new location overlooking Dewey Square and on the harbor side of the Expressway was of major concern. However when it was pointed out that public parking was available across Atlantic Avenue, the subject building was serviced by two high speed freight elevators, two uncongested alleys, and M T A facilities less than one hundred feet away, the problem of orientation was considered resolved.

The subject property which was leased by Nedell at 610 Atlantic Avenue was originally listed by Ames Realty with the business relocation office. Ames Realty is a member of the Greater Boston Real Estate Board and they own or control numerous industrial and commercial properties.

The period of inspection and negotiation was marked with many personal conferences and telephone calls with Miss Nedell and Miss Golden with Mr. Charles Akerson and Mr. Francis Coughlin of the business relocation staff. Their requests included advice as to suitability of location, reasonableness of rental charge, amortization of improvement costs, water charges, and many other questions relative to lease provisions and negotiations.





## REAL ESTATE SUMMARY

### REMODELING

Work done by the owners Eli J. Ames Realty at their own expense.

1. New Acoustical Tile Ceiling
2. New Tile Floor
3. New Sprinkler System
4. Revamped Heating System
5. Enlarged and Modernized Toilets
6. New Strip Fluorescent Lighting

Work done by the tenants at their own expense.

1. Constructed New Office Partitions
2. Constructed New Entrance (as shown on photos)
3. Installed Lighting In Executive Office Area.

None of the above remodeling could be compensated for by the Boston Redevelopment Authority under the relocation payments program.





### COMPARATIVE ANALYSIS OF OLD AND NEW LOCATIONS

It should be pointed out that the subject company has upgraded itself to a considerable extent, in the following elements.

1. Space Occupied

Old - 3,500 Square Feet

New - 7,500 Square Feet

2. Personnel

Old - 20-25

New - 30-35

3. Rental

Old - \$4,200.00 (\$1.20 Per Square Foot)

New - \$6,500.00 (\$ .87 Per Square Foot)

The enclosed photographs show the old and new quarters on a comparative basis.



## FINANCING OF THE NEW ENLARGED LOCATION

The business relocation staff furnished advice and assistance in obtaining financing from the following sources.

### Relocation Payments

Moving expenses were compensated for by the Boston Redevelopment Authority. In this regard relocation personnel, Mr. Francis Coughlin, Mr. Charles Bartoloni, and Mr. John I. Fitzgerald Jr., completely instructed the displaced business as to the procedure and documentation required to insure eligibility for reimbursement of the costs incurred for moving electric, carpentry, mechanical, etc... Proposals were acquired, the displaced business then proceeded to grant contracts to the low bidders, (a list of these contractors is included).

### Moving and Remodeling Contractors Involved In Nedell Mail Advertising Inc. Relocation.

T. H. Mc Enannery, 261 Franklin Street, Boston, Mass.

A. B. C. Electric, 69 Broad Street, Boston, Mass.

Master Construction Corp., 155 High Street, Westwood, Mass.

Exec-U-Phone Systems, 29 Cambria Street, Boston, Mass.

Addressing Machine Service, Arlington, Mass.

Elliott Industries, Cambridge, Mass.

G. A. Pond Mechanical Services, Whitman, Mass.

Nedell Mail Inc., personnel for packing & unpacking

The above contractors are listed in the relocation payment claim as filed by Nedell to an amount just in excess of \$5,000.00



# BOSTON REDEVELOPMENT AUTHORITY

30 HAWKINS STREET, BOSTON 14, MASSACHUSETTS

RELOCATION DEPARTMENT

July 17, 1962

Small Business Administration  
470 Atlantic Avenue  
Boston, Massachusetts

RE: Nedell Mail Advertising  
46 Cornhill  
Boston, Massachusetts

Attention: Mr. Noonan  
Regional Director

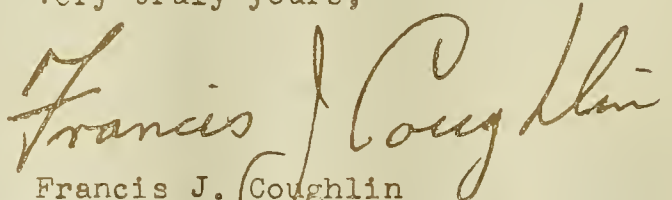
Gentlemen:

This will verify that Nedell Mail Advertising located at 46 Cornhill, Boston, is within the Government Center Project Area and must be displaced.

The Government Center Project is a federally aided urban renewal undertaking.

We will appreciate any assistance that you can give in the effort to re-establish this business.

Very truly yours,

  
Francis J. Coughlin  
Business Relocation

FJC:dh





## Small Business Administration

Mr. Coughlin of the business relocation staff instructed Nedell Mail Inc. as to its rights for a Small Business Administration Displaced Business Disaster Loan. A letter of eligibility was sent to S. B. A. on July 17th, 1962. The principals of Nedell Mail Inc. were introduced personally to the officials of the S. B. A., Mr. John Sullivan and Mr. William Baxter, who guided Nedell Mail's application. Nedell at their expense received from their accountant the statements required by S. B. A. for past years operations and other required exhibits. Mr. Baxter of Small Business later complimented Nedell Mail Inc., their accountant and Boston Redevelopment personnel for a most complete and accurate application submission.

Mr. Baxter then processed the Nedell application with the ultimate result that S. B. A. granted Nedell a loan of \$18,000.00 for a term of 10 years at  $3\frac{1}{2}\%$  per annum.

## Private Financing

The Small Business Administration, following their usual policy, required the contribution or injection of private funds in order to justify upgrading of facilities by the displaced business.

In the case of Nedell Mail Inc. this was kept to a minimum. The amount of private financing was limited to small expenditures for non-compensable moving costs and improvements.



## FINANCING INSTITUTION LOANS

The displaced business had the usual banking contacts but were denied a private loan for these improvements, thus qualifying for a 100% loan from the Small Business Administration. It is not uncommon for a private lending institution to participate with the Small Business Administration in a loan to a displaced business receiving a higher rate of interest on their portion of the loan. Nedell Mail, however, was not required to obtain participation from a local financing institution.

## MOVE COMPLETION

On September 5, 1962, a letter shown herewith was received by Mr. Charles Akerson notifying him of the intended move. The move was completed October 10th, five days prior to the original target date set in July, with all of the major problems of space, move estimates, costs, financing, etc., overcome. In January 1963, Nedell Mail Advertising submitted their final claim for reimbursement of moving costs in an amount just in excess of \$5,000.00 Settlement will be made for this portion of their expenses separate and apart from the special Small Business Administration financing previously described.



# Nezell

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46 CORNHILL • BOSTON 8 • MASSACHUSETTS

RICHMOND 2-1171  
2-1172

September 5, 1962

Mr. Charles B. Akerson  
Boston Redevelopment Authority  
30 Hawkins Street  
Boston 14, Massachusetts

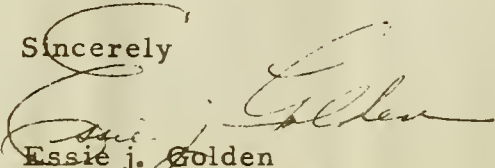
Dear Mr. Akerson:

This is to officially inform you that we are vacating the premises we now occupy at 46 Cornhill. We have already started to move some of our belongings to our new quarters at 610 Atlantic Avenue, Boston, and expect to be completely moved by October 8, 1962.

At this time we wish to convey to all at the Boston Office of the BRA our sincere thanks for the wonderful cooperation that has been extended to us. Without the counsel and guidance from the BRA, it would not have been possible for us to find such adequate new quarters. While we realize you and the staff are there to serve, the ever-ready and cheerful manner of doing it has helped immeasurably in making our lot easier.

To Fran Coughlin, our immediate contact, we are most extremely grateful. - To all of you, many thanks and best wishes.

Sincerely



Essie J. Golden

NEDELL MAIL ADVERTISING

*Robert L. ...*

*9/11/62*





## SUMMARY

This particular relocation involved:

1. Desire of a relocated business to upgrade their operation with full confidence in a new and expanded business vitality in Boston.
2. A relocated business which took advantage of maximum business relocation services and facilities of the Boston Redevelopment Authority.
3. Willingness of the property owner, Mr. Eli J. Ames, to expend money to upgrade and improve his building to a modern office use and in addition to amortize certain specific improvements custom built to the tenant's needs over the term of the lease.
4. Coordination between Boston Redevelopment Authority, Nedell Mail Advertising Inc., Small Business Administration, Eli J. Ames Realty, and seven contractors as previously listed to produce the end result of a successful relocation.







NEW ENTRANCE DOOR TO NEDELL MAIL ADVERTISING, INC. AT 610 ATLANTIC AVENUE





VIEW SHOWING OLD RECEPTION ROOM AT SEARS CRESCENT







W SHOWING NEW SPACE AT 610 ATLANTIC AVENUE BEFORE START OF REMODELING WORK







VIEW OF TYPING SECTION OF NEW SPACE AT 610 ATLANTIC AVENUE





VIEW OF OLD TYPING ROOM AT SEARS CRESCENT







VIEW SHOWING OFFICE SECTION OF NEW SPACE AT  
610 ATLANTIC AVENUE BEFORE START OF REMODELING WORK





VIEW OF OLD PRIVATE OFFICES AT SEARS CRESCENT







VIEW OF OLD PRIVATE OFFICES AT SEARS CRESCENT





VIEW OF ONE OF TWO IDENTICAL NEW EXECUTIVE OFFICES AT 610 ATLANTIC AVENUE







VIEW SHOWING OLD ASSEMBLY AND SORTING ROOM AT SEARS CRESCENT

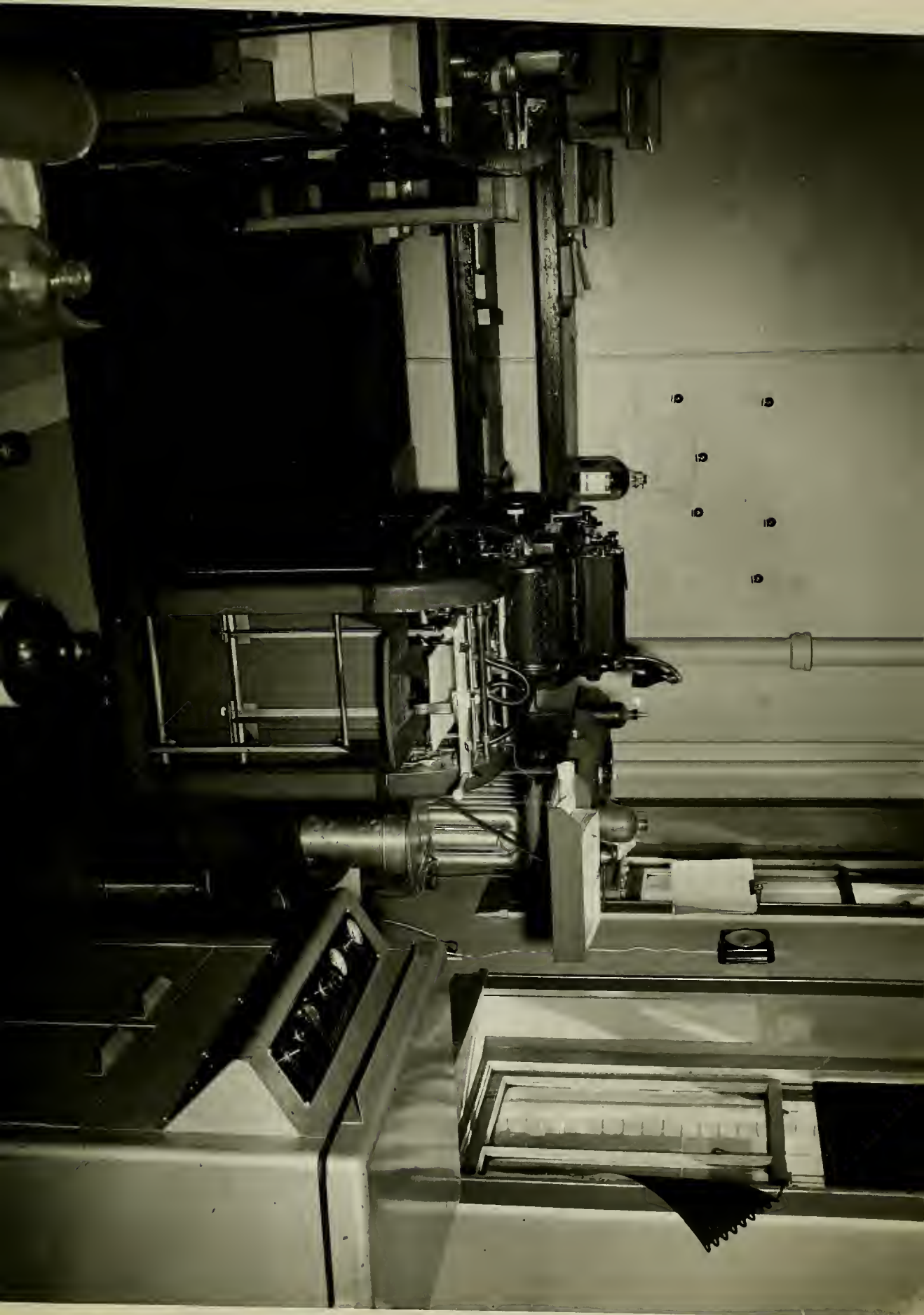






VIEW SHOWING OLD STORAGE AND PRINTING ROOM AT SEARS CRESCENT





VIEW SHOWING OLD MULTILITH AND PRINTING ROOM AT SEARS CRESCENT







VIEW SHOWING OLD STORAGE AND PRINTING ROOM AT SEARS CRESCENT







VIEW SHOWING NEW ASSEMBLY, SORTING, MAIL AND SHIPPING AREA AT 610 ATLANTIC AVENUE







VIEW SHOWING OLD MAIL ROOM AT SEARS CRESCENT







